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INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: W. G. Houck **Date:** January , 1988

From: W. A. Geiszler

Subject: Project Tomorrow Status

POL Tests

(a) Phase I (POL 3566): Marlboro smokers rated Phase I candidate lower in acceptability ($p < .05$); NSD among Winston smokers

(b) Phase II (POL 3567): Test released for shipment 1/6/88

(c) Phase III (POL 3568): Both Marlboro and Winston smokers rated Phase III candidate lower in acceptability

Current Products (D. Sealey)

(a) Parliament KS: Models with normal citrate gave reduced MBR (63 to 58), increased FTC tar (9.2 to 10.4) and PC (7.8 to 8.5)

(b) B&H Deluxe UL: Models with normal citrate gave reduced MBR (61 to 58), slightly increased FTC tar (4.8 to 5.2) and PC (8.9 to 9.3)

(c) Merit 100's: Models to be made at MC with normal citrate

Other Approaches

(a) DAP on filler: Models with DAP on Marlboro filler being made this week.

(b) IS in blend: Phase III model with IS tested well in subjective screening; further models being planned

(c) Low density rod: Models with phosphate paper on low density rod included in Gus Keritsis's test being made this month

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Source: https://www.industrydocuments.ucsf.edu/docs/qphm0000

PROPOSED IMPLEMENTATION TIMETABLE

Be prepared to implement the following changes in manufacturing:

(1)	Reduce all products to ≤60 MBR	2nd Qtr./88
(2)	Reduce all products to ≤55 MBR (phosphate or cuts/inch)	1st Qtr./89
(3)	Reduce all products to 50 MBR (Phase I: phosphate, cuts/inch, blend, tipping length)	4th Qtr./89
(4)	Reduce all products to 45 MBR (Phase II: Phase I plus porosity, blend, circumference)	
(5)	Reduce all products to 40 MBR (Phase III: Phase II plus porosity, blend)	
(6)	Reduce all products to 35 MBR (Phase IV: Phase III plus ...)	

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Plans for 1988

(a)	Develop and consumer test subjectively improved versions of Phase I, II, and III candidates	2nd Qtr., 88
(b)	Maintain current products $\leq$ 60 MBR	2nd Qtr., 88
(c)	Target new products $\leq$ 55 MBR	continuing
(d)	Develop Phase I models for B&H 100's, Marlboro Lights KS and 100's, Merit KS for consumer testing	2nd Qtr., 88
(e)	Evaluate new technologies (salt casing, low density rod, IS, etc.)	continuing
(f)	Conduct factory trials of new materials and processes	4th Qtr., 88

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